

# Here Is A Gold Medal Campaign

for

RICHARD  
**BARTHELMESS**  
in  
**"HEROES  
FOR SALE"**

with

**LORETTA YOUNG**

**ALINE MacMAHON**

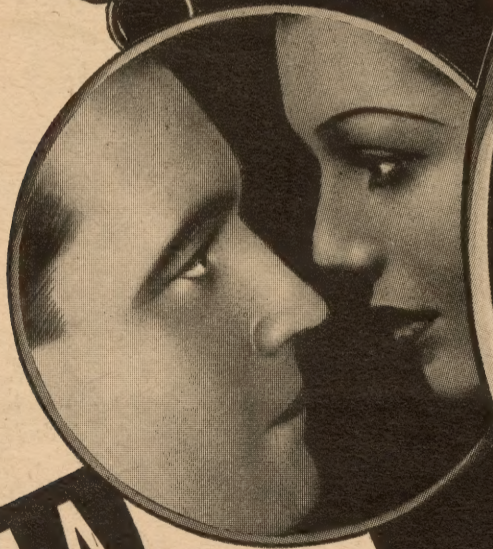
**GORDON WESTCOTT**

**ROBERT BARRAT**

**BERTON CHURCHILL**

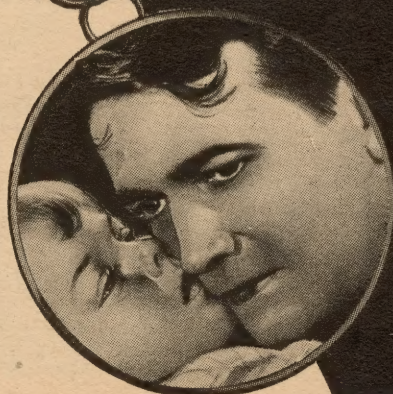
**GRANT MITCHELL**

**ROMANCE**



**DRAMA**

**PATHOS**



# ADVERTISING SECTION



## What Good Are Medals On Tortured Breasts?

You can't pawn them!...You can't sell them!  
...They won't buy bread *and they won't buy love!* Out of the chaos, the anguish, the strife and stress of these frantic times comes this heart-and-soul story of a love no riches could buy - no suffering could destroy! Truly acclaimed as the most *vital* picture of 1933-

R I C H A R D

# BARTHELMESS

## "Heroes for Sale"

Another big First National hit with

ALINE MACMAHON

LORETTA YOUNG

GORDON WESTCOTT

in cast of thousands!

*Must Men  
Without Jobs  
Be Men  
Without Women*

?

We urge you not to miss this great  
Barthelmess picture - his first big  
heart story since "Cabin in the Cotton"

# STRAND



SWEEPING FROM BATTLE-LINES TO BREADLINES  
IN A RAGING FLOOD OF HUMAN PASSIONS!



The story of the *bravest* love that ever flamed  
told in the *bravest* picture ever filmed! Torn  
from the heart of an anguished world—played  
against the roaring, seething background of  
today—whipped across the screen in thunder-  
ous appeal to every man and woman alive!

RICHARD  
**BARTHELMESS**  
in  
**"HEROES FOR SALE"**  
S T R A N D

Another great hit from  
First National!...With  
ALINE MacMAHON  
LORETTA YOUNG  
GORDON WESTCOTT

Cut No. 29 Cut 60c Mat 15c

408 LINES



Cut No. 16 Cut 20c Mat 5c  
15 LINES



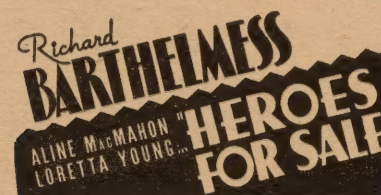
Cut No. 21 Cut 40c Mat 10c

56 LINES



Cut No. 20 Cut 40c Mat 10c

56 LINES



Cut No. 15 Cut 20c Mat 5c  
15 LINES

Men WEAR The Medals—But Their Women DESERVE Them!

Here's the throbbing heart-and-soul story of the *real* forgotten heroes—the girls who marry jobless men and the wives who see that courage doesn't go begging—for love! Acclaimed by everyone as the most important picture Barthelmess has made in years!



Rebate

STRAND



RICHARD  
**BARTHELMESS**  
"HEROES FOR SALE"  
Another great First National hit... with  
ALINE MacMAHON  
LORETTA YOUNG  
GORDON WESTCOTT

Cut No. 24 Cut 20c Mat 5c  
74 LINES



Richard  
**BARTHELMESS**  
"HEROES FOR SALE"  
Another great First National hit with  
ALINE MacMAHON  
LORETTA YOUNG  
GORDON WESTCOTT

Cut No. 25 Cut 20c Mat 5c  
86 LINES

Richard  
**BARTHELMESS**  
"HEROES FOR SALE"

Another great First National hit with  
ALINE MacMAHON  
LORETTA YOUNG  
GORDON WESTCOTT

STRAND

Cut No. 19 Cut 60c Mat 15c

417 LINES

You'll see—

the cowering rabble of the bread-lines turned into a fighting, rioting, murdering mob!

You'll live—

with a million jobless, heart-hungry men marching under tattered banners from nowhere to nowhere!

You'll thrill—

when the love that burned in the hearts of this man and girl burns into your heart as this great picture sweeps to its triumphant climax!

Special Publicity Art

STRAND

TORN FROM THE SAVAGE, SEETHING TURMOIL OF TODAY...  
A love story you'll never forget—acclaimed as the most important picture Barthelmess has made in years!

Richard  
**BARTHELMESS**  
in  
**"HEROES FOR SALE"**  
Another great First National hit with  
ALINE MacMAHON • LORETTA YOUNG  
GORDON WESTCOTT

Cut No. 27 Cut 40c Mat 10c

116 LINES



RICHARD BARTHELMESS in "Heroes for Sale"

Cut No. 22 Cut 30c Mat 10c

**HUMAN PASSIONS BLAZING  
- TORTURING - DESTROYING!**

The love of one man and one woman pitted against the savage furies of a world gone mad! Be sure to see the most important picture Barthelmess has made in years...the bravest love story the screen has ever told!

RICHARD  
**BARTHELMESS**

**"HEROES FOR SALE"**

Another great First National hit with  
ALINE MacMAHON  
LORETTA YOUNG  
GORDON WESTCOTT

**STRAND** [ SHORTS ]

Cut No. 30 Cut 60c Mat 15c 309 LINES

**THE BRAVEST LOVE STORY EVER TOLD!**

**WOMEN...**  
Would you marry a man without a job?

**MEN...**  
Will your women stick by you when you're down and out?

The laughter and tears... the tumult and turmoil... the raw, rugged, explosive drama of this world gone mad blazoned in fire across the screen! First great romantic picture Barthelmess has made since "Cabin in the Cotton"

Richard  
**BARTHELMESS**  
in  
**"HEROES FOR SALE"**

Another great hit from First National with  
ALINE MacMAHON • LORETTA YOUNG  
GORDON WESTCOTT in cast of thousands!

**STRAND**

Cut No. 28 Cut 60c Mat 15c

288 LINES

**S T R A N D**

**"PIN A MEDAL ON THIS HEROIC PICTURE!"**

-say laughing, weeping, cheering thousands who have thrilled to the bravest love story the screen has told in years! See Barthelmess in his first great romantic role since "Cabin in the Cotton"-

RICHARD  
**BARTHELMESS**

In another First National Hit with  
ALINE MacMAHON  
LORETTA YOUNG

**"HEROES FOR SALE"**

Cut No. 8 Cut 40c Mat 10c

228 LINES



**What Good Are Medals  
On Tortured Breasts?**

You can't pawn them!...You can't sell them!  
... They won't buy bread *and they won't buy love!* Out of the chaos, the anguish, the strife and stress of these frantic times comes this heart-and-soul story of a love no riches could buy - no suffering could destroy! Truly acclaimed as the most *vital* picture of 1933-

**R I C H A R D**

**BARTHELMESS**

*"Heroes for Sale"*

Another big First National hit with  
**ALINE MACMAHON**  
**LORETTA YOUNG**  
**GORDON WESTCOTT**  
in cast of thousands!



*Must Men  
Without Jobs  
Be Men*



We urge you not to miss this great  
Barthelmess picture - his first big  
heart story since "Cabin in the Cotton"  
**STRAND**

Cut No. 31 Cut 60c Mat 15c

447 LINES



**WHY MUST COURAGE GO  
BEGGING - for Love?**  
Terrific dramatization of the  
problem blazing in a million  
jobless homes - where the  
flames of passion must be  
kept alive *on love alone!*

**RICHARD  
BARTHELMESS**  
in  
**"HEROES FOR SALE"**  
Another great hit from First National with cast of thousands!  
**ALINE MACMAHON**  
**LORETTA YOUNG**  
**GORDON WESTCOTT**

Cut No. 23 Cut 40c Mat 10c

112 LINES

**STRAND**



**MUST MEN WITHOUT JOBS  
BE MEN WITHOUT LOVE?**  
Here's the answer - blazed in thunderous drama  
across the screen! The anguished, triumphant, un-  
forgettable story of the bravest passion that ever  
flamed in the hearts of a man and a woman!

*Richard*  
**BARTHELMESS**  
**"HEROES  
FOR SALE"**

Another great hit from First National with  
**ALINE MACMAHON**  
**LORETTA YOUNG**  
**GORDON WESTCOTT**  
AND 1000 OTHERS!

Cut No. 26 Cut 40c Mat 10c

262 LINES

**TO INSURE PERFECT MAT  
REPRODUCTION**

The mats illustrated in this press book will reproduce perfectly, if cast properly.

The following rules, if observed when casting the mat, will insure perfect stereotypes. Pass them along to your printer.

The casting box should be heated before making the cast. This is very important, as pouring molten metal into a cold box, chills the metal so that it does not give a perfect cast. The casting box operates most efficiently when it is warmed up.

The simplest way to do this is to run some metal through the casting box before the mat is inserted.

The mats should be heated before trying to make a cast, in order to dry out any moisture that may have been absorbed from the air. Unless the mats are dried out first, they will blister when the molten metal touches them. Don't run the metal too hot. Be sure to use a good quality metal.

When using only part of an ad, cast the entire mat and then saw up the cast to get the part you want.

# PRODUCTION INFORMATION

## 4 GREAT ACTORS IN "HEROES FOR SALE"



RICHARD BARTHELMESS, Star of "HEROES FOR SALE" the First National picture now at the Strand Theatre with Robert Barrat, Loretta Young and Aline MacMahon in a scene from the great drama.

Out No. 10 Out 45c Mat 15c

## THE STORY

Lieutenant Roger Winston, with the American army in France, is assigned to capture a machine gun nest. Among the men he takes with him is Tom Holmes, a private, who comes from the same town in America.

Roger turns yellow and hides in a shell hole, while Tom carries on and captures a prisoner. On the way back over no man's land, he is struck by a shell and calls to Roger to take the prisoner back to the American lines, believing that he himself is dying. Roger is promoted and decorated for bravery.

The war over, Roger returns home a hero. Tom, who had been picked up by the Germans, half dead, is finally discharged from a prison camp and also returns home, although he is suffering from shock, the only relief for which is morphine. Roger begs him not to betray him. Tom consents and Roger gives him a place in his father's bank.

Tom is using more and more of the drug. It shows in his work and Rog-

er's father discharges him. He is sent to a sanitarium where he recovers from the drug habit. His mother had committed suicide because of the disgrace, so Tom goes to Chicago to look for a job. He meets Mary, who with her father, runs a sort of respectable flop house. He also meets Ruth, with whom he is immediately infatuated. Through her he gets a place in a laundry where she works. They save a little money, marry and have a child.

Max, an anarchist, works out an invention for a laundry machine which is a money saver. Tom pays for a patent for which he is given a half interest. He stipulates, however, when the machine is put into the laundry, that it will not be used to throw men out of employment. This works out as long as the first owner lives, but when he dies the laundry is sold to a syndicate.

They see that the machine can save labor and discharge most of the men.

Incensed, they attack the laundry. Tom tries to stop them, but a riot results. Ruth, who had followed Tom, fearing he would be injured, is struck by a brick and killed. Police are called and Tom is arrested as the ringleader and sent to prison for five years. Mary takes care of Tom's boy.

When Tom gets out of prison, Max turns over some fifty thousand dollars to him as his share of the proceeds of the patent. He will not touch it, but turns it over to Mary to feed the unemployed. The police drive him out of town, because they believe him an anarchist, and he becomes a man without a home or job.

On the road he meets Roger, also a tramp, the bank having failed in the general upheaval, after Roger and his father had used its funds for speculation. Badgered by police on every hand, the two continue their wanderings while Mary carries on the breadline with the money Tom had donated.

## CAST OF CHARACTERS

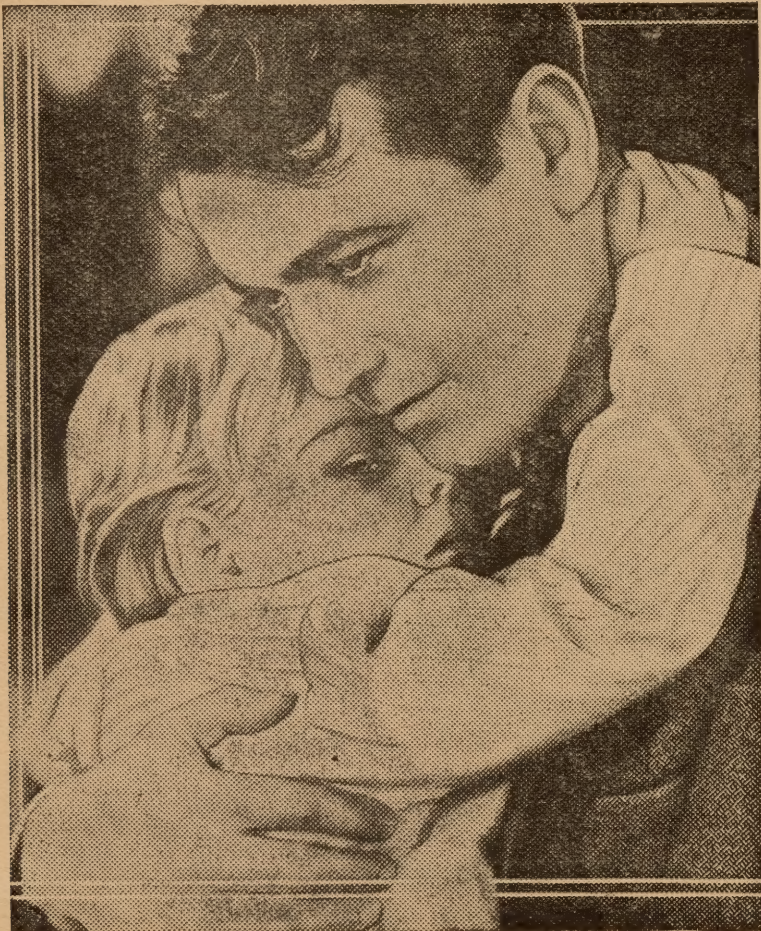
Tom .....	Richard Barthelmess
Ruth .....	Loretta Young
Mary .....	Aline MacMahon
Roger .....	Gordon Westcott
Max .....	Robert Barrat
Pa Dennis .....	Charles Grapewin
Mr. Winston .....	Berton Churchill
George Gibson .....	Grant Mitchell
Blind Man .....	James Murray
Leader of agitators .....	Geo. Pat Collins
Dr. Briggs .....	Robert McWade
Pres. of Laundry .....	Edwin Maxwell
Ella Holmes .....	Margaret Seddon
Capt. Joyce .....	Arthur Vinton
The Judge .....	John Marston
Chief Engineer .....	Doug. Dumbrille
Dope Peddler .....	Tammany Young
German prisoner .....	Hans Furberg
The detective .....	Robert Elliott
The sheriff .....	Willard Robertson
"Red" .....	Ward Bond



RICHARD BARTHELMESS and Loretta Young in a scene from "Heroes for Sale," First National production now at the Strand Theatre.

Out No. 18 Out 30c Mat 10c

LENGTH ... 6796 FEET      RUNNING TIME ... 73 MIN.



RICHARD BARTHELMESS as TOM HOLMES, ex soldier buffeted by fate at every turn, brings to the screen one of the most intense performances ever seen! The film is "Heroes for Sale" which graphically describes the soul searing struggles of thousands of war time heroes, now merely human derelicts. Among the important supporting cast in the picture are Loretta Young, Aline MacMahon and Robert Barrat.

Out No. 6  
Out 30c Mat 10c

## OFFICIAL BILLING

First National Pictures, Inc. & The Vitaphone Corp. presents	25%
RICHARD BARTHELMESS	100%
in	
"HEROES FOR SALE"	75%
with	
Aline MacMahon—Loretta Young	75%
Gordon Westcott	60%
Directed by William A. Wellman	20%
A First National and Vitaphone Picture	40%

## PRODUCTION STAFF

Directed by .....	William A. Wellman
Screen Play by .....	Robert Lord and Wilson Mizner
Photography by .....	James Van Trees
Film Editor .....	Howard Bretherton
Art Director .....	Jack Okey
Gowns by .....	Orry-Kelly
Vitaphone Orchestra Conducted by .....	Leo F. Forbstein

## Play These Vitaphone Shorts For a Well Balanced Program

Pie a la Mode  
(Two Reel "Broadway Brevities")  
and  
I Like Mountain Music  
(A "Merry Melodies" Song Cartoon)  
and  
The Name's Familiar  
(A "Melody Masters" Band Number)

# ADVANCE PUBLICITY

POWERFUL DRAMATIC SCENES IN "HEROES FOR SALE"

your 5th story



The artist Meggs pens his conception of the teeming thrills and powerful drama of "Heroes for Sale" starring Richard Barthelmess and an all star supporting cast.

Out No. 14 Out 60c Mat 20c

## Real Hoboes Used By William Wellman in Barthelmess Picture

The most recent actor to fall victim to Director William Wellman's yen for realism is Richard Barthelmess, who not only "gave his all" but also took plenty for a scene in his latest First National picture, "Heroes for Sale," which comes to the Theatre on .....

The scene was shot at the railroad yards where Dick, as a tramp, was supposed to get in a fight with a group of hoboes.

When the troupe arrived on location, Wellman didn't like the looks of the extras who were to play the tramps. He was afraid they would pull their punches because of awe for the star.

Wellman made a tour of the yards and rounded up a number of real hoboes who were all made to order as far as costume, bearded chins, ability to use fists and willingness to pocket a few dollars for merely roughing things up for a few minutes.

Wellman rehearsed these men several times in the exact action they were to go through. Barthelmess was not called in until the scene was all ready to be shot. Being used to Hollywood extras who know how to pull punches and make things look real without actually being so, he just took things for granted and walked into the scene.

What really went on before the cameras was a miniature riot. One blow (not pulled) led to another (also not pulled), and by the time the scene was over, the make-up man with the company had to double as a first aid artist.

"Heroes for Sale" is a dramatic story dealing with the aftermath of war, written by Wilson Mizner and Robert Lord. The supporting cast includes Aline MacMahon, Loretta Young, Gordon Westcott, Berton Churchill and Robert Barrat.

your 6th story

## Noted Screen Player Believes All Women Should Have Hobbies

Most men have hobbies, but Aline MacMahon, who plays a leading role in "Heroes for Sale," the First National production, starring Dick Barthelmess, which opens at the Theatre on ....., believes that it is equally important for every woman to have a hobby. Her advice applies to the housewife or the professional woman alike.

"Hobbies are healthy," said Miss MacMahon. "They keep one from getting into a rut. Even the most frivolous hobby is better than no hobby at all. You can overdo anything, especially your own work. That is why, when I am through with a picture, I try to forget everything connected with acting until it's time to go to work again. For that reason I usually take the first and fastest train to New York, and become a happy and domestic wife until I am called upon to be an actress once more. Being a wife is my hobby."

Miss MacMahon's husband is a prominent New York architect whose business requires him to be in the east just as hers compels her to spend much of her time in Hollywood. Their devotion to each other is proverbial among their friends.

"Heroes for Sale," the screenplay of which is by the late Wilson Mizner, has Loretta Young opposite Barthelmess in this powerful drama of contemporary American life. Other important members of the cast are Gordon Westcott, Robert Barrat and Robert Elliott. William Wellman directed.

## "Heroes for Sale" Is Said to Afford Best Role To Barthelmess

The picture that is rated as the finest Richard Barthelmess characterization of the past few years is due to open next ..... at the Theatre. It is the First National production, "Heroes for Sale," a story of war, romance and depression.

While telling an entertaining story, the picture also graphically details a man's struggle through the post-war period and the present era. The story opens with the World War in which Barthelmess is severely wounded, carrying his afflictions with him into the life he resumes at home. The veteran's ups and downs in his attempts at rehabilitation, the callous indifference of employers and civic officials to his plight, and the problems that have faced the unemployed man during the present time all form an integral part of this vivid, realistic story which paints things as they are.

The element of romance mingles with tragedy and comedy in lifelike proportions. The important role of the girl was assigned to beautiful Loretta Young, who has distinguished herself in films during the past two years to the extent of becoming a top-notch figure in screen-dom.

Another novel characterization is given to Aline MacMahon, whose versatility and ability are demonstrated in the varied roles she essays in each succeeding picture. "Heroes for Sale" gives her an entirely different and novel role to play.

Others who make up the supporting cast of this picture are Gordon Westcott, Robert Barrat, Robert Elliott and others.

The original screen play was one of the last works of the late Wilson Mizner, one of America's most famous writers of film stories. Some of the outstanding realistic films that came from the Warner Bros. First National Studio during the past year were the work of Mizner.

## Richard Barthelmess Again Uses Cast of Apt Scene Stealers

The new title for Richard Barthelmess, as far as Hollywood has it, is "the actor who leads with his chin" when it comes to picking casts for his pictures. He has consistently picked supporting players who stand a good chance of stealing the picture from him because of their fine ability.

It isn't that he is self-sacrificing. It is just a matter of astuteness. He knows that a full cast of highly competent players will help him get the utmost out of a screen story, thus reflecting to his own credit as the star of the film. If any of them steal scenes from him, more power to the player.

The cast of his latest First National picture, "Heroes for Sale," which opens at the Theatre on ....., is another one of these picture stealing aggregations. Even small roles and bits were filled by players above the average in performance rating.

The formidable acting battery supporting Barthelmess in "Heroes for Sale" is headed by Loretta Young and Aline MacMahon in the leading feminine roles, combining enough talent to keep any male star on his toes throughout the production.

The balance of the cast includes such names as Gordon Westcott, Berton Churchill, Robert Barrat, Grant Mitchell, Charles Grapewin, Robert McWade, George Pat Collins, James Murray, Edwin Maxwell, Margaret Seddon, Arthur Vinton, Robert Elliott, John Marston, Willard Robertson, Douglas Dumbrille and Ward Bond.

There is no doubt that Barthelmess' sustained screen popularity can be largely laid to his clever choice of supporting casts.

"Heroes for Sale," a powerful drama on present day conditions, is the work of Robert Lord and the late Wilson Mizner directed by William A. Wellman.

## Even War Explosives Must Sound Natural For Sake of Realism

Sound has added another major problem to motion pictures when it comes to filming scenes representing a battle in the World War. There can be no faking of explosions or shooting of cap pistols because too many World War veterans in the audiences would laugh the picture off the screen.

That was one reason why William A. Wellman, a flying ace and veteran of the war, was assigned to direct the First National picture, "Heroes for Sale," which opens at the Theatre on ....., starring Richard Barthelmess. Battle scenes figure in the early part of the film—and Wellman knows what a battle should sound like.

To the civilian, the noise of a battle is just a mixed lot of "bangs" and "booms," but a toughened soldier can pick out every different sort of noise and name it accurately.

Every type of shell has its own peculiar sound, and a shell that goes off with a "Bang!" is different than the shell that goes "Boom!"

Then there is the "tack-tack-tack" of machine guns, which has a far different sound than the "crack-crack" of many rifles going. Hand grenades, which were used prominently in the picture's battle scenes, have their own peculiar explosive sounds.

It was easy enough to get these effects with real machine guns and rifles shooting blanks, but when it came to shells and hand grenades—that's where the art of the movies came in.

Although "Heroes for Sale" starts out with a battle scene, it is a story of the present times. The introduction of the chief characters in the trenches is to show the effect the war had on those who served at the front.

Barthelmess has a strong supporting cast which includes Aline MacMahon, Loretta Young, Gordon Westcott and Robert Barrat.

your 3rd story

## Barthelmess Toured Slums to Obtain "Interior Makeup"

An advance course in "interior makeup" preceded the filming of Richard Barthelmess' new picture, "Heroes for Sale," which opens at the Theatre on .....

The star was the pupil and Perc Westmore, the head of the First National Studio makeup department, was instructor.

The "course" consisted of two all-night tours of the Los Angeles slums and an early morning visit to the city's several jails.

Westmore believes that no artist can properly wear any particular makeup until he or she has a complete understanding and a graphic mental picture of the way the face should look.

The well fed Barthelmess has played many lean and down trodden parts, and for many of these Westmore has been the makeup expert assisting him in the characterization.

Both felt that the unusual demands of certain sequences of "Heroes for Sale" demanded heroic measures to gain the desired effect. This is what Westmore calls "interior makeup" a vital essential for character work.

In "Heroes for Sale" Barthelmess plays some of the most "down and out" scenes he has ever attempted. The haggard look of the drug addict, and the pinched features of a man without hope or ambition, is something that has to be felt to be understood. And in order to get the proper feel, it was necessary to see victims who were actually living the part Barthelmess was to play.

So Barthelmess and Westmore wandered two whole nights through the Los Angeles slums and spent hours in the "tanks" of the city jails. They were there for the morning "show-up" and occupied adjoining cells to known "dopies."

With the impressions of what he had seen fresh in mind, Barthelmess returned to the studio and let Westmore go to work on his face for the purposes of the picture.

your 4th story



# CURRENT PUBLICITY



Flashes of the dramatic action of "Heroes for Sale," the First National picture now at the Strand Theatre, starring Richard Barthelmess, featuring Loretta Young and Aline MacMahon.

Cut No. 12 Cut 60c Mat 20c

3rd day of run

## Aline MacMahon Is Destined for "Girl Left Behind" Roles

During her first two years in pictures they called Aline MacMahon "the girl who never gets her man." After that her run of bad luck broke for a while, and she corralled herself several picture husbands. But now it has returned in full force, and in "Heroes for Sale," now at the Strand Theatre she suffers an unrequited passion for Richard



ALINE MACMAHON  
Cut 15c Mat 5c  
Out No. 4

Barthelmess, who weds Loretta Young. It all started in Aline's first picture, "Five Star Final," in which she served as Edward G. Robinson's secretary and loved him too. "The Mouthpiece," with Warren Williams, brought her the same sort of role and no better luck. In "Heart of New York," she couldn't even "land" George Sidney, because he already had a wife. And "Life Begins," continued the trend.

Then came "One Way Passage." The down-trodden actress suddenly threw off her wistful look and cut bangs. She softened her hard-boiled voice, and became seductive. She impersonated a bogus countess, went crooked, and got her man—a detective, played by Warren Hymer!

"Silver Dollar" found her wed once more, this time to

2nd day of run

## Barthelmess Prefers Sad Endings So Long As They Are Logical

Richard Barthelmess, whose latest starring picture for First National, "Heroes for Sale," is now showing at the Strand Theatre.

Of the few motion picture stars who prefers screen stories with unhappy endings, provided of course that they are logical ones. He insists on his pictures being true to life right to the bitter end.

In "The Last Flight" all his buddies die and he is left alone, broken in spirit and disillusioned, to face a life which has lost all interest for him. Again in "Central Airport" the final fade-out shows Barthelmess soaring away in his plane to parts unknown leaving the girl he loves to another man because that man happens to be his brother.



LORETTA YOUNG  
Cut No. 2  
Cut 15c Mat 5c

In "Heroes for Sale," which is a story of present day conditions brought about as an aftermath of the war, Barthelmess goes through a succession of tragedies. First, after a heroic deed on the battlefield and left for dead, another claims his glory and takes his hero's medal.

Later, in civil life, he is imprisoned for a crime of which he is innocent and his wife is slain by rioters. Even after he gets out of prison he is forced to leave his little son and become a wanderer on the face of the earth through a relentless and unjust official order.

In commenting on such endings Barthelmess said:

"Stories marked by tragedy are apt to have greater dramatic force and reach a deeper emotional feeling. In such cases the ending should be logical and that means it is usually a sad one. Endings should be in accord with what they would be in real life. I believe that the greatest stories are those true to life. The Movies are prone to twist the climax into a happy ending even when entirely illogical. To me this spoils the effectiveness and realism of the picture."

In "Heroes for Sale" Barthelmess is supported by Aline MacMahon, Loretta Young, Gordon Westcott, Berton Churchill, Robert Barrat, Grant Mitchell and others. The screen play is by Robert Lord and the late Wilson Mizner and the direction by William A. Wellman.

Opening Day Story

Prepared Review

## "Heroes for Sale" Grips Heart With Its Realism

Barthelmess, Young, MacMahon and Splendid Cast in Stirring, Up-to-the-Minute Picture

THE reason for the never failing popularity of Richard Barthelmess in his latest First National picture, "Heroes for Sale," which opened at the Strand Theatre yesterday. He has always been fortunate in having strong, interesting stories, capable supporting casts and intelligent direction.

In "Heroes for Sale," however, he has all of these ingredients to a superlative degree, resulting in what is undoubtedly one of his finest pictures to date.

The story is right up to the minute, presenting as it does, the gripping drama of twenty million lives in America today. No attempt has been made to sugar-coat it, but true to the First National code of realistically following newspaper headlines for material, the picture is a vivid recital of the struggle in an era of depression.

The story opens with the World War in which Barthelmess is severely wounded, leaving him with ailments and impediments which form barriers against a normal attempt to rehabilitate himself at home. The entire story of the post war period is seen through the eyes of this veteran. His struggle for the right to live and earn his daily bread is so grimly depicted that the audience seems to live it with him. Success and failure, alternate and in one of his lowest periods he finds fleeting romance, which is as touching as it is fleeting.

As a story, "Heroes for Sale" is novel and rich, but it is also a faithful document of the present age.

The characterization of the struggling veteran as portrayed by Richard Barthelmess is one of those unforgettable things that will rank in the memory along with his "Tol'able David" and "Broken Blossoms." It rates as another high point in his long motion picture career.

As has always been the case with Barthelmess pictures, the supporting cast was chosen with great care, and each player allowed to give his or her utmost. Loretta Young, who plays the leading feminine role, has fulfilled the promise she has shown in the past two years and emerges as a mature and arresting actress, contributing much to the dynamic quality of the film. Aline MacMahon, who has yet to give anything but a superb performance, adds another type to her long string of varied roles, playing it with a great deal of sincerity and power.

Other players who are responsible for the success of the film as a whole are Gordon Westcott, Berton Churchill, Robert Barrat, Grant Mitchell, Robert McWade, James Murray, Edwin Maxwell, Willard Robertson and others.

The tense screen play was the work of Robert Lord and the late Wilson Mizner, both of whom have teamed to produce many of the finest films of the past year.

The grim realism, with its highlights of romance and comedy, was splendidly brought out under the direction of William A. Wellman.

You'll enjoy "Heroes for Sale" and you'll be as deeply impressed with it as we were.

1st day of run

## Barthelmess Enjoys Role Of "Under Dog" In Screen Stories

Because Richard Barthelmess has always had a profound sympathy for "the under dog" and considers that his best pictures have revolved around "under dog" characters—"Broken Blossoms" and "Tol'able David," to

mention the two most famous ones—he is confident that "Heroes for Sale," his latest First National picture now at the Strand Theatre, will be one of his outstanding productions.

"The essence of drama is struggle, and there is no struggle, no drama as arresting as the struggle of a man, or woman, who succeeds despite all obstacles," says Barthelmess. "Whether he fails or succeeds, is of minor importance. It's the struggle that makes the drama. We, in this country, are all for 'the under dog,'

in sport, in politics, on the stage or the screen. The drama of 'the under dog' has a vast, ready-made audience all over America."

"Heroes for Sale" was the last and, in many respects, the finest piece of writing to flow from the pen of the late Wilson Mizner, wit, world traveler, bon vivant and playwright. Around Barthelmess as the star of this unusual drama are grouped Aline MacMahon, Loretta Young, Gordon Westcott and Robert Barrat in the principal supporting roles. William A. Wellman directed.

ences accept... Kibbee as a matter of course. But now all that is over. She wasn't allowed to have Richard Barthelmess, and "once you get stuck in a rut, in Hollywood," she says, "you might as well give up." So she expects to go husband-less for her next six pictures at least.

In private life, however, the actress has fared differently, for she has been happily married to Clarence Stein, New York architect, for several years.

"Heroes for Sale," in which Aline MacMahon and Loretta Young contend for the love of Richard Barthelmess, is a dramatic story of the "forgotten man," in which Barthelmess again has one of the sympathetic, wistful roles that have so endeared him to theatre audiences.

4th day of run

## 300 Laundresses Get Thrill of Lifetime in "Heroes for Sale"

It may seem like a long step from a laundry bench to the movies, but three hundred laundresses became movie queens for a day in the First National picture "Heroes for Sale" starring Richard Barthelmess now showing at the Strand Theatre.

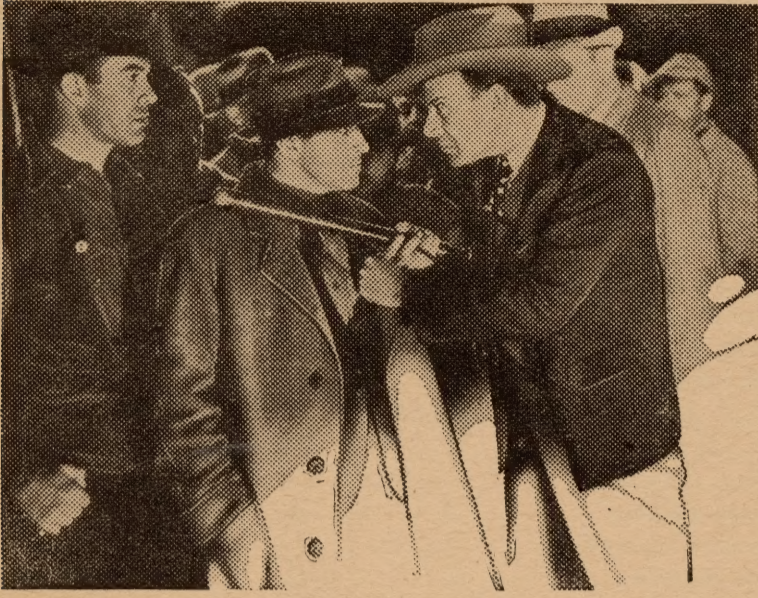
This came about because the picture calls for many scenes in a laundry in which both Barthelmess and his sweetheart, a part played by Loretta Young, are employed.

Being a stickler for detail, Director William A. Wellman raided the Community Laundry in Los Angeles. He stepped into the laundry and asked the girls if they would care to take part in a picture. Three hundred jumped at the chance.

Arrangements were made with the management and the next day the girls were on the set working over improvised laundry tubs and ironing boards. Three hundred happy girls scrubbed and washed all day for the picture without a thought of a backache or even once glancing at the clock. They were too busy looking at Barthelmess, and Loretta Young.

# ADVANCE FEATURES

## Strong Drama In Strand Film



**RICHARD BARTHELMESS** at Strand as Star of "Heroes for Sale" sensational drama of an ex-service man. Featuring Loretta Young and Aline MacMahon.  
Cut No. 7 Cut 30c Mat 10c

### (Advance Feature)

## Loretta Young's Greatest Wish is to Have a Baby

**L**ORETTA YOUNG, who has the leading role opposite Richard Barthelmess in the First National picture, "Heroes for Sale," which opens at the Theatre on ..... has been a popular leading lady since she was sixteen, has one unfulfilled desire. She wants a baby.

In her role as Ruth, a lovely little laundry worker who falls in love with Barthelmess in "Heroes for Sale," she asks nothing but to have babies, and live happily with

... of this famous screen actress! An amazing girl, Loretta. Beautiful, well-to-do, famous and successful, she has remained absolutely natural, unspoiled and unostentatious. She looks back upon a career that has been built upon the hardest work since she was five years old, and summarizes her entire success by saying, "It's all a matter of luck!"

Having danced with Mae Murray in vaudeville at the age of five, played child parts until twelve, and crashed pictures in a big way at fourteen by eliminating forty-seven other candidates for a role, she says, "I must have been born with a silver spoon in my mouth."

And speaking of spoons, once, between pictures when she was fifteen, Loretta held down a job as instructor, at ten dollars a week, to a grammar school cooking class.

The last time the studio took up her contract, Loretta celebrated by junking her three-year-old Buick for a Cadillac. But it was the medium sized kind, black, minus aluminum hoods, liveried footmen and snake-skin upholstery. She has never had a chauffeur.

When Loretta reached actual stardom, last year, Hollywood sat back and waited. How would she react? Would she indulge in an orgy of orchid and silver Mercedes-Benzes and put a Norwegian elkhound in the rumble seat? Would sunken bathtubs grace the Young home, and chattering monkeys the Young gardens? No. Loretta brought home a surprise present for Baby Sister Georgianne, donned her white pique pajamas and went to the beach.

Her personal wardrobe is very much like that of any well-dressed young woman. She eschews black-lacquered finger nails, and takes her mother along on every shopping trip, even if it's only to match a ribbon. Her appearance is prim; to set off her blonde beauty, her clothes are severe, and dark almost to the point of sombreness.

Once Loretta was married, and money, or the injudicious spending of it, broke it up. Now she says that if she ever marries again, it must be to a man who will budget.

She has the soundest business sense of any woman in Hollywood, unless, perhaps, it is Bebe Daniels. If Loretta marries again, and she

... prays on doing so, it will be for the radiant reason that she wants a baby.

Asked what she might have been, had motion pictures not been invented, Loretta replies, "Since the time I was a small girl, I have wanted to be a great dancer like Pavlova. But that is coupled now with the desire to paint. I don't know whether I have any talent or not, but when I am through working, I shall go to Paris and enroll in an art school."

Eat a lot—sleep a lot—dance a lot.

Those are Loretta's rules for a graceful figure. Rated one of the most beautiful girls on the screen, she thinks "beauty hints" are frankly, the bunk.

"Be yourself," is her great rule for living.

Having climbed now to the higher pinnacles of filmdom, Loretta also likes to climb anything else, from mountain peaks to fences.

She has made twenty-five pictures in the last four years, likes to attend their opening nights, but hates personal appearances.

She never has played golf, worn pearls, been in Europe, bought a baby elephant, which she is dying to do, never been on a diet, never missed an appointment and never known the time she wasn't happier working than vacationing.

Her favorite picture is "The Hatchet Man," in which she suffered more than on all her other pictures put together, because the Chinese make-up she had to wear was so painful.

She likes hot dogs with mustard, pajamas, roller skating, tarpon fishing, chewing gum, San Francisco, Ronald Colman, good perfumes, fancy handkerchiefs, cheese sandwiches and milk, and writing in the sand at the beach.

In short, like Ruth in "Heroes for Sale," Loretta Young is a wholesome, refreshing girl, sophisticated enough to know what she wants and wise enough not to want the impossible—and no matter what happens, work, home, husband and babies will always come first.

With the two stars in "Heroes for Sale," a poignant realistic story of the "forgotten man," are Aline MacMahon, Gordon Westcott, Robert Barrat and Charles Grapewin. William A. Wellman directed.

## William Wellman's War Experience Saved Day

William A. Wellman's war time experience stood him in good stead in the Richard Barthelmess starring vehicle for Warner Bros. "Heroes for Sale," which comes to the Theatre on .....

Wellman was a flying ace during the World conflict. Consequently when the property man was nonplussed as to what medals he should supply an ex-veteran, Wellman quickly set him on the right track.

## Versatile Aline MacMahon In Barthelmess Picture

Aline MacMahon, who comes to the Theatre ..... in Richard Barthelmess' latest picture for First National, "Heroes for Sale," has earned a reputation as one of the most versatile players in the world.

She came to Hollywood in the satire on motion pictures, "Once In A Lifetime," followed it with the role of a secretary in "Five Star Final," and followed that with a role as the wife of Colorado's Silver King in the '80's.

Her two most recent roles, which overlapped one another, were in "Gold Diggers of 1933," Warner Bros., super musical in which she played a comedy role, and "Heroes for Sale," in which she has a powerful dramatic role.

## 200 Men in Breadline Given Work in Picture

Two hundred hungry men were taken from an actual breadline in Los Angeles and given work at the First National studio during the production of the latest Richard Barthelmess starring vehicle, entitled "Heroes for Sale," which comes to the Theatre on .....

The picture, is a story of present day conditions, dealing with the unemployed. In a "flop house" scene in which free meals are dol-

... a breadline was needed. Barthelmess suggested that realism could be obtained by going to a charity organization and picking out men who were in line for food, at the same time giving employment to the needy.

Motor vans were taken to a Los Angeles mission during the breakfast hour. When the men learned that all they had to do was to stand in a breadline for a picture, to get real food and be paid for it in the bargain there was a wild scramble for the trucks.

### (Advance Feature)

## Staging Battle Scene for Films Requires Generalship

### Richard Barthelmess Exposed to Great Danger Making War Sequence in "Heroes for Sale"

**P**LANNING a battle scene for the movies requires a great deal more generalship than mapping a wartime offensive against a very real enemy.

In the latter case, the outcome is dubious. They have to achieve an objective, if possible. If it just doesn't turn out as planned, it is just one of those things that are chalked up against the fortunes of war.

In the movies, everything has to move like clockwork without appearing to do so, and a very definite objective has to be reached.

Director William Wellman had his share of movie generalship when he staged a night battle sequence for Richard Barthelmess' latest First National picture, "Heroes for Sale," which will be shown at the Theatre on .....

Several acres on the huge Warner Bros. Ranch was fixed up as a battlefield in Flanders. Shell holes and trenches were dug, the ground was ploughed up and turned into mud. Barbed wire entanglements were constructed, and long poles on either side of the field supported water pipes which were to supply the rain.

One side of the set ended in a hillside, on which lights were placed and trained on the field. On the other side and all around, scores of huge studio lights were placed on platforms of varying heights in order to light up every portion of the field when it would be needed.

It was impossible to shoot any scenes right on the field itself on account of the barbed wire, shell holes, mud and the explosions that were to take place.

Instead, a double wooden track was built encircling the entire field. Huge cranes on trucks were placed on the track. Cameras were placed on the cranes which could shoot from any height and be stretched out onto the field without actually being placed down on it.

The shooting of a scene showing men advancing over the top and attacking a German machine gun nest would have been difficult enough even without the element of explosions. It so happens that the

movies have not yet found a substitute for creating explosions other than real explosives, and these, needless to say, are dangerous.

Charges of dynamite were planted at different spots throughout the set. Each of these charges was wired and connected to a switchboard overlooking the field, and manned by an experienced powder man. Each key on the switchboard corresponded with a certain definite charge in the field, and the pressing of the wrong key would set off the wrong charge with perhaps fatal results.

Not only did the powder man practically have to know each explosive charge by its first name, but so did Director Wellman.

In rehearsing Barthelmess and the other characters, he had to work them out with the utmost precision so that he could time his explosions. To add to the maze of technical problems, there was also a lightning machine that was to provide the necessary storm effects at the right moment.

It was Wellman's regret that he had only two arms. He could have used four more without the least trouble. Throughout the scene, his arms waved constantly in signals to the powder man, the lightning machine operators, the players and extras, cameramen, crane movers and electricians.

When the call "Action!" came, a group of American soldiers crept out of the trench while the rain beat down in a drenching down-pour. Every now and then the lightning would flash, and they would throw themselves flat to avoid revealing themselves to the enemy. Shells and grenades burst around them, but still they kept on, crawling through the barbed wire entanglements, through the mud and in and out of shell holes.

A German machine gun nest at the extreme side of the set was the objective. As the American soldiers advanced, the cranes moved with them.

The climax of the scene was the a battle scene, it deals almost entirely with the soldiers after the war when they find tough sledding in civil life. It is an intensely dramatic story written by the late Wilson Mizner and Robert Lord. A strong cast supporting Barthelmess, includes Aline MacMahon, Loretta Young, Gordon Westcott, Berton Churchill, Robert Barrat and Grant Mitchell.

Although the picture starts with a battle scene, it deals almost entirely with the soldiers after the war when they find tough sledding in civil life. It is an intensely dramatic story written by the late Wilson Mizner and Robert Lord. A strong cast supporting Barthelmess, includes Aline MacMahon, Loretta Young, Gordon Westcott, Berton Churchill, Robert Barrat and Grant Mitchell.

## College Men as Extras In Barthelmess Picture

A survey of 200 male extras used in "Heroes for Sale," the latest First National picture starring Richard Barthelmess, which comes to the Theatre on ....., revealed that 19 percent of the men had either graduated or had the benefit of some college education, and several were winners of Phi Beta Kappa honors. The picture presents a flaming romance between Barthelmess and the lovely Loretta Young, against a background of Post War conditions.

## Before The War Took Its Toll



**RICHARD BARTHELMESS** as TOM HOLMES, unsung hero of the thrilling drama of war and 'peace,' "Heroes for Sale" the First National production now at the Strand Theatre.  
Cut No. 11 Cut 30c Mat 10c

# CURRENT FEATURES

## (Advance Feature)

### Star of "Heroes for Sale" Joined Army of Unemployed

#### Richard Barthelmess Spent Two Nights in Flop House Seeking Feel of His Character

**R**ICHARD Barthelmess has been called the star who never fails. And rightly so, for not once in the thirty-eight pictures which constitute his brilliant screen career, has he fallen down on a portrayal regardless of how difficult the characterization might have been or how different from anything he had ever done before.

A close analysis of his fine record reveals that much of his success lies in living with unbelievable reality the role he portrays, whether it be the young mountaineer in "Tol'able David," the war ace of "Dawn Patrol," the sharp-shooting fighter in "The Patent Leather Kid" or one of America's millions of wandering unemployed in "Heroes for Sale," his latest First National picture now at the Theatre.

#### Never Knew Want

When Barthelmess read the script on "Heroes for Sale" he became tremendously interested in his role of young Tom Holmes, who through circumstances beyond his control, becomes one of the drifting thousands who have to depend upon breadlines for food. The story was timed to the second, and every scene dripped color, offering unlimited opportunities for another outstanding success. The role, however, was unreal to Barthelmess for a breadline was something he had either read about or passed by with pity. Unlike many screen luminaries who have risen from obscurity to fame suffering want and privations on their upward struggle, Barthelmess' meteoric flight to stardom was one of comparative ease. He never has known want. But Tom Holmes had, so Dick Barthelmess determined he would too, because once Director William A. Wellman started the camera turning in production, the star would submerge his identity into that of his newest character.

**LORETTA YOUNG**  
Cut No. 8  
Cut 15c Mat 5c

As Los Angeles with its temperate winter climate is the Mecca of the nation's nomads who continually drift in search... or escape... of work, Barthelmess found the atmosphere he wanted but a few hours away from his palatial home in Malibu-by-the-sea.

#### Slept on Cots

With battered hat and upturned collar, the pseudo tramp made his way to Main Street, where the down-and-outers wander aimlessly along a flickering aisle of pawnshops and "girl shows" in sharp contrast to the gay theatre-bound

## (SHORT BIOGRAPHY)

### RICHARD BARTHELMESS

Richard Barthelmess, starring in the First National picture "Heroes for Sale," was born in New York City. His mother was Caroline Harris of the stage and was one of Nazimova's early instructors; his father was an importer in New York. After a career at Trinity College largely given to dramatic activities, Barthelmess was offered his first stage role by Nazimova.



**RICHARD BARTHELMESS**  
Cut No. 1  
Cut 15c Mat 5c

He was early associated with D. W. Griffith, who called him his "Little Walthall" and trained him in the fundamentals of screen art so thoroughly that the stamp of the great director remains in Barthelmess' work today.

For several years now he has been under contract to Warner Bros.-First National Studios and has made for them some of his outstanding pictures. He maintains a winter home in Beverly Hills, California, and a beach house at Malibu and an apartment in New York City. Much of his time, however, is spent in world travel, and hardly a summer goes by without a tour to one of the European or Asiatic countries.

His recent pictures include "Central Airport," "Cabin in the Cotton" and "Alias The Doctor."

## Current Shorts

### Loretta Young One of Three Sisters in Movies

Loretta Young who can be seen on the screen at the Theatre, opposite Richard Barthelmess for the first time in the First National production "Heroes for Sale," is one of three lovely sisters all of whom have had marked successful screen careers, the other two being Polly Ann Young and Sally Blane. As a matter of fact it was when Polly Ann happened to be away from home one day when the Warner-First National casting office called her for a part, that Loretta was accepted as a substitute and was thus launched on a career which has since carried her to stardom.

### Gets Job in Breadline Trying to Keep Off It

When the Casting Office at the First National Studios issued the "extra call" for atmosphere players in the Richard Barthelmess picture, "Heroes for Sale," there responded in the crowd one very thin, hungry looking fellow. "I'm sure glad to get a call to work," he said. "This job came just in time to keep me out of the breadline." The clerk in the casting office repressed a laugh as he said, "But that's right where you're going—report to the 'Breadline' set on Stage Six. William Wellman is the Director."

The picture is now showing at the Theatre.

### "Heroes for Sale" Was Mizner's Last Story

Wilson Mizner, famous playwright and scenario writer, author of "Alias Jimmy Valentine" and a score of other Broadway successes as well as innumerable stories for the screen, died in a Los Angeles hotel shortly after completing his last story, titled "Heroes for Sale," now at the Theatre, with Richard Barthelmess in the stellar role.

One of the most prolific of all screen writers, Mizner's recent screen plays included "The Little Giant," "Mind Reader," "Hard to Handle," "Frisco Jenny," "Winner Take All," "The Dark Horse" and "One Way Passage," in which such outstanding stars as Ruth Chatterton, Kay Francis, James Cagney, William Powell, Warren William, Edward G. Robinson and others were featured.

### Tammany Young, Screen's Tough Guy Doesn't Drink

Tammany Young, who plays the role of a dope peddler in "Heroes for Sale," a First National production now at the Theatre, starring Richard Barthelmess, and who was a beer baron in "The Little Giant" and a bootlegger carrying his wares in a violin case in "Gold Diggers of 1933," steadfastly maintains that he has never had a drink in his life. Not that he is a "dry." He simply has never had a desire to quaff the cup that cheers and as he has got along without it this long, he says he hates to break his record.

### Artists Seek to Paint Loretta Young's Beauty

If Loretta Young ever wanted to quit pictures, she could earn a very handsome living posing for artists from all parts of the world, but especially Paris and New York, who continually are writing in asking her to pose for them.

The beautiful Loretta, now at the Theatre in "Heroes for Sale," opposite Richard Barthelmess for First National pictures, has had more demands of this sort than any other actress in the world, not even excepting Mary Pickford.

She is said to have a head and features more representative of what this age considers beautiful than any other woman alive.

## (Current Feature)

### "Heroes for Sale" Is Last Script of Wilson Mizner

#### Completes Picture for Richard Barthelmess While Stricken with Fatal Illness

**"H**EROES FOR SALE," Richard Barthelmess' latest starring picture for First National, now showing at the Theatre, has the distinction of being the last script written by the late Wilson Mizner, famous wit, raconteur, and beloved author, who died recently in Hollywood, the victim of heart disease. It was written in collaboration with Robert Lord.

Born in Benicia, California, the son of parents who came west during the gold rush, Mizner was, in the words of Gene Fowler, the novelist, "The lone survivor of a colorful era in the growth of a New World."

"He witnessed the comings and the goings of soldiers of fortune in a generation that knew no softness... He stood singlehanded and fought off the apostles of hypocrisy with a lustiness worthy of a Rabelais and a sagacity comparable to that of Dr. Samuel Johnson."

"In Mizner we saw a heroic lingering of the old spirit. And American chivalry was not dead until Wilson closed his strangely wise, but mirthful eyes."

"Anyone who tries to write of him as one apart from the era in which he moved will fail."

In "Heroes for Sale," as was his wont, Mizner succeeded in giving to the screen a last picture of the era in whose meshes the world is now struggling. A story of the "forgotten man," it is replete with human interest, pathos and drama, told with the insight of a man who saw clearly and dared to paint things as he saw them.

Richard Barthelmess, again has one of his poignant wistful roles that have made him loved by millions. As an idealistic boy who returns from conflict overseas to find his world turned upside-down, he is at his best. The lovely Loretta Young plays



**RICHARD BARTHELMESS**, star of "Heroes for Sale" now at the Strand Theatre.  
Cut No. 9 Cut 15c Mat 5c

opposite Barthelmess while Aline MacMahon, Gordon West, and William A. Wellman

also directed "Frisco Jenny" and who, as perhaps no other director in Hollywood, understood the great spirit of Wilson Mizner, brought "Heroes for Sale" to the screen, a worthy finale to a great career.

## (Current Feature)

### Aline MacMahon, Rich, Kept in Films by Love of Work

**A**DD to the strange anomalies which go to make up the motion picture colony in Hollywood, Aline MacMahon, at present playing an important role with Richard Barthelmess in his latest picture for First National, "Heroes for Sale," now at the Theatre. She is so wealthy that she wouldn't have to stir another finger for her livelihood if she didn't want to.

The sharp tongued Aline, who arrived in Los Angeles to play "May" in "Once in a Lifetime," is married to a wealthy New York architect and could settle down tomorrow to pampered domesticity if she chose to.

She keeps her work in films, however, right where it belongs—about fourth or fifth in the important things in life. First of all she places her home life and its relations. Asked what she thinks of domesticity, she replied, "I think of it often"—but her tart reply is out of keeping with her actions.

It is notorious that she spends more time commuting between friend husband in the east and her work in Hollywood than any other personage in pictures.

Next to domesticity—which, as you may have gathered, she accedes to willingly,—she places independence of action and thought. She is one of the really well read people in pictures, and would prefer to choose her own friends from among people outside of pictures, though she has a host within.

Curiously enough, she will talk only about the things she considers the public has a right to—her work,

both for stage and pictures—and that infrequently.

Her home life, what is naively known in the movies as her "love" life, is entirely her own, and she speaks to no one about it. Fan magazines and newspapers have noticed her frequent trips to New York, and have tried to get statements from her about her domestic relations, but she remains mum.

Of pictures, she thinks intelligently that they are good, but could be better.

"They are about to be born," she says.

She plays with equal ease the role of a Jewish charwoman or a stately Colorado lady of importance. She is equally good in comedy and drama.

For all her wealth, Miss MacMahon lives very simply, has no automobiles, yachts or pets. In Hollywood she rents the home of a friend, but she owns her own home in New York.

In "Heroes for Sale" Miss MacMahon has the role of a young woman very much in love with a man who does not return it. Instead he marries her best friend.

"Heroes for Sale" is a stirring picture of the present day conditions, which are painted as if aftermath of war.



**ALINE McMAHON**  
Cut No. 5  
Cut 15c Mat 5c

# EXPLOITATION SECTION

## TITLE AND THEME OF PICTURE SUGGEST BIG SOCIAL BENEFIT

- and have these pictures run with a special story in your newspaper.
- Line-up the leading merchants in your town to pool together a special fund for a full page newspaper announcement of the purposes for which the benefit is given.
  - Arrange to have booths placed in various points in the business section of your city; railroad station and office buildings, with society debs selling tickets for the benefit.
  - Your local printer who gets your regular paid work should be asked to contribute a quantity of cards advertising the benefit and the picture, to be placed in every store window.
  - Daily publicity stories and pictures should be run in your local newspaper concerning the benefit, activities of the sale of tickets by society matrons and debs, pictures of the institution and its inmates for which the benefit is given; and all other human interest and news items that arise during the stages preparatory to the benefit.
  - On the night of the benefit have the town's society debs act as hostesses. This will insure a "dressy" opening and is good for more pictures in your newspaper as a follow-up during the run.
  - Announce the benefit opening well in advance on your screen with special copy preceding the Vitaphone trailer selling "HEROES FOR SALE."
  - Carry special announcements in your lobby and on all your heralds and house programs. Underline your newspaper ads. In make this opening the out-

"HEROES FOR SALE" is the type of picture you can exploit in a big way. Because of its title and theme the picture lends itself to a mammoth benefit performance held at your theatre on the opening day; the proceeds above your regular admission price to go towards a fund for any of the following causes:

- A civic or charitable movement already under way in your city.
- A special fund to be distributed to the 100 most needy families.
- A community chest fund to be used in rewarding the man, woman, child and animal who have done the outstanding deeds of heroism during the past year.
- Reward for heroic acts by police and firemen. This can be made a monthly award, named after your theatre.

Here are the steps to take in setting up the plan for such a benefit performance and a terrific first night showing at your theatre:

- After you have set on the organization or cause for which you want to hold this benefit, get the sponsorship of the parent organization or a committee of men and women influential in the social and political life of your city.
- Form a special benefit committee with yourself included to handle all the publicity and advertising. Thereby assuring a sufficient build-up for the picture.
- The committee to call on the Mayor of your town who is asked to issue a special proclamation or endorsement of the benefit showing. If this end is attained, have a photographer on hand to get pictures of the Mayor and the committee, the sale of the first set of tickets;

## SERIALIZATION OF STORY USING STORE WINDOWS WITH STILLS

The following original plan will carry the interest of the passersby from window to window along several blocks of the prominent business street. The length of the series, of course, depends on the number of merchants you tie in with.

A sticker which must be used at all vantage points over town, reads: "BEGIN THE STORY OF 'HEROES FOR SALE' IN TEPPER'S WINDOW . . . 655 FRONT STREET."

Tepper's window (starting point of the stunt) displays a mounted action still from "Heroes for Sale" with words from the synopsis of the story, for example: "LIEUT. ROGER WINSTON, WITH THE AMERICAN ARMY IN FRANCE, IS ASSIGNED TO BREAK UP A MA-

CHINE GUN NEST AND CAPTURE PRISONERS. HE TAKES WITH HIM A PRIVATE NAMED TOM HOLMES (Richard Barthelmess) WHO IS FROM HIS HOME TOWN . . .

(For continuation of the exciting story of 'Heroes for Sale' go next to Trommer's Window, 675 Front Street).

Trommer's window should contain another mounted action still from the picture with a continuation of the story.

This idea can be carried on through as many windows as have been promoted for the exploitation. For the copy, refer to the synopsis of 'Heroes for Sale,' shown in this press sheet.

## Honorary Nights For Local Heroes

On your opening night or during the run of "HEROES FOR SALE" set aside certain nights in honor of local heroes. Every one of these honorary performances are good for publicity stories and pictures in your newspaper. Disabled war veterans, should have a night in their honor; the American Legion Post another night at which time they can hold benefit performance; and another night for heroes in the police and fire department.

You'll also get a great turn-out for a special matinee performance at which time you can give free admissions to boys and girls who own animals who have done a heroic act. Also include boy scouts and girl scouts who have been cited for heroism.

## Man on Auction Block Good Stunt

Here is an idea for an attention-getting street stunt. Have a man or several unemployed war veterans dressed in uniform with all the decorations of war medals and stripes. Place these men on an auction block in the public square or on a street corner and have a sign reading: "HERO FOR SALE! WILL DO ANY KIND OF WORK! STRONG AND HEALTHY! BUT NEEDS A JOB! FOR DETAILS SEE 'HEROES FOR SALE' STARRING RICHARD BARTHELMESS NOW AT THE STRAND THEATRE."

## Pawned Medals as Publicity Story

Make a canvas of the pawn shops in your town and find out how many war medals have been pawned. This list will make a good story for your newspaper and can be easily tied-in with publicity on "HEROES FOR SALE."

Arrange with the pawn shops to make a special window display of the medals. Include stills from the picture and a card advertising the playdates at your theatre. You can also work up a great attention-getter by borrowing these pawned medals and making them up into a special lobby frame with strong selling copy on the picture.

## Reporter Column

While the unemployment situation throughout the country is still hot on the front pages, sell your local newspaper on the idea of using it as a subject for the inquiring reporter in advance or during the run of "HEROES FOR SALE."

Persons picked at random on the streets and in front of your theatre are asked the following question:

"SHOULD PROVISIONS BE MADE TO TAKE CARE OF HEROES?"

Offer guest tickets for the best six answers that are printed in the newspaper.

## IDENTIFICATION OF MEDALS GOOD CHANCE TO ADVERTISE PICTURE

Here is a contest idea which will get you extra newspaper space. Get your local newspaper to publish daily a photograph of war medals and other citations awarded policemen, firemen, boy scouts and private citizens.

Here is a list of the better known medals which can be augmented by any other medals you desire to include in the contest:

- Distinguished Service Medal
- Distinguished Service Cross
- Congressional Medal
- Croix de Guerre

Cross Of The Legion Of Honor  
Carnegie Medal

Readers are asked to identify each medal and briefly state the reasons for which it is awarded. Persons submitting the correct identifications receive guest tickets to your theatre to see "HEROES FOR SALE."

Photographs of the war medals can be obtained from your local newspaper. Scatter these photos among stills from the picture to direct attention to your lobby advertising.

## Stunt Sells Hero Angle of Picture

A good newspaper stunt through which you can get over a big plug for the picture, is the following set of ten questions dealing with heroes. Because of its simplicity, you should have very little trouble planting it. Offer about 25 pairs of guest tickets to "Heroes for Sale," for the first 25 correct answers received.

### WHO'S WHO AMONG AMERICAN HEROES

- What hero said "My only regret is that I have but one life to give to my country?"
- Who was the hero of the Battle of Lake Erie?
- What hero is celebrated in a poem by Longfellow beginning "Listen, my children, and you shall hear . . .?"
- What Revolutionary hero cap-

tured the British "Drake" and "Serapis"?

- Who was the greatest American hero in the World War?
- Who was the hero of San Juan Hill?
- Who was the wizard-hero of Menlo Park?
- Who is America's most noted hero of the air?
- Who is our greatest baseball hero?
- Who is the star of First National's "Heroes for Sale"?

### CORRECT ANSWERS

- No. 1. Nathan Hale
- No. 2. Oliver Hazard Perry
- No. 3. Paul Revere
- No. 4. John Paul Jones
- No. 5. Sergeant Alvin York
- No. 6. Theodore Roosevelt
- No. 7. Charles A. Edison
- No. 8. Charles Lindbergh
- No. 9. Babe Ruth
- No. 10. Richard Barthelmess

## COLORTONE EFFECT

4x5—Colored positive only \$2.00—Set (positive and negative) \$3.00  
3¼x4—Colored positive only 1.50—Set (positive and negative) 2.25

Order by Number N566

Be sure to specify and include remittance with order to avoid parcel post and C.O.D. charges.

NATIONAL STUDIOS, Inc.  
226 West 56th St., New York

## HOME TOWN HEROES PROVIDE MATERIAL FOR EXPLOITATION

Every town has men and women of which it is proud—people who have performed heroic deeds. There are policemen, firemen, teachers, railroad men, flyers, laborers, boy scouts, life-savers—and many others. "Heroes for Sale" is a natural tie-up for hero exploitation. This may be done in numerous ways, each sure to get newspaper co-operation.

- Offer a cash prize for the most heroic deed performed during the week.
- Offer a special prize for the most heroic deed of the week performed by a policeman.
- With the bathing season on, offer another special prize for the most heroic deed at the beach. This may be confined to the regular life savers, or may be open to anyone saving another's life in the water.

- Many of the 'heroes' and 'heroines' have never been recognized. In your town there is in all probability more than one person, who, in spite of some physical handicap, has succeeded in making a good living, and in conquering conditions, and keeping the brave outlook on life. Offer a small cash prize or free tickets to "Heroes for Sale" for the letter relating the most interesting case of this sort. Everybody in town would read with interest stories of such people, with their picture, published in local papers and tied up with "Heroes for Sale."

- Another interesting feature might be worked out by offering prizes for the best drawing of "My Favorite Hero."

## COLORED LOBBY ENLARGEMENTS



These attractive colored 38 by 42 enlargements will add interest to your lobby. Priced individually at \$3.50 each.

Order from

PHOTOCOLOR STUDIOS, 220 West 42nd Street, New York City.  
All prices are quoted f. o. b. New York.

**ORIGINAL NEWSPAPER CONTEST, SURE-FIRE ATTENTION GETTER**

Here's a tricky little newspaper contest, that newspaper editors are sure to go for and which gives you a fine chance to get over a big plug for the picture. The idea is new and for that reason should attract great attention.

Readers are asked to give the answers to ten questions. The answers in each case is a word made up from the last name of Richard

Barthelmiss. This contest has all the elements of a cross word puzzle, plus the novelty of the idea. An offer of 25 pairs of guest tickets to the first 25 readers sending in correct answers, should net you a lot of publicity.

The following publicity story is suggested. Give this to the editor of the paper with which you tie-up.

**(Suggested Publicity Story)**

**Here's Novel Way To See "Heroes for Sale" Free**

"Heroes for Sale," the First National production starring Richard Barthelmiss, comes to the Theatre next. Manager of that popular playhouse, and the editor of this paper offer our readers a novel way of earning tickets to a showing of the picture. This is all you are required to do:

Figure out the words indicated by the ten definitions given below. Each of the 'words' is contained somewhere in the last name of Richard Barthelmiss, star of "Heroes for Sale." Figure out the 'words' and mail or bring at once to the "Heroes for Sale" Editor, care of the Theatre. The first twenty-five persons sending correct solutions will receive guest tickets to the picture.

**(Answers)**

1. Steering apparatus of a vessel (4-letter word) ..... (HELM)
2. Where law students are admitted (3-letter word) ..... (BAR)
3. Conglomeration (4-letter word) ..... (MESS)
4. Word denoting skill (3-letter word) ..... (ART)
5. Feminine suffix (3-letter word) ..... (ESS)
6. Symbol for barium (2-letter word) ..... (BA)
7. Definite article (3-letter word) ..... (THE)
8. Hebrew word for God (2-letter word) ..... (EL)
9. Shade tree (3-letter word) ..... (ELM)
10. Myself (2-letter word) ..... (ME)

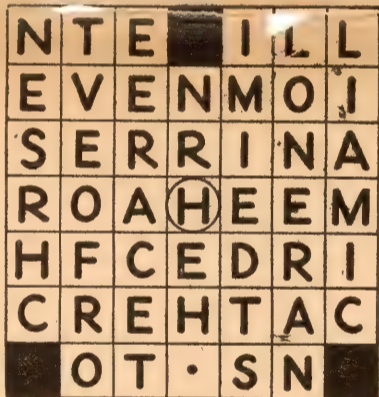
All are eligible except employees of the theatre or this paper, and their relatives.

**PLANT POPULAR "MAGIC SQUARE"**

Such great success has followed use of the magic square by showmen in all parts of the country that we are including one of the tantalizing brain-teasers for each picture.

The sentence concealed in this one is descriptive of the hero of "Heroes for Sale." It is: "HE CARRIED THE TORCH FOR SEVENTEEN MILLION AMERICANS." It is deciphered by beginning with the circled square, moving one square up or down, right or left, not diagonally, and ending with the square which contains the period.

Tie up with local newspaper and offer guest tickets to the first twenty-five persons who send in correct answer to the "Heroes for Sale" Editor, care of your theatre. If you have not yet used the magic square,



Cut No. 13 Cut 15c Mat 5c you will be amazed at the gratifying results.

**Your Own Movie Magazine at Only the Cost of a Throwaway**

Attractively gotten up in a four-page leaflet, with your theatre name at the head, this "Movie Magazine" is designed to bring in the customers.

This is the type of material that goes into the home, with women especially saving it for the rest of the family to read.

The beauty about this "Movie Magazine" is the fact that it concentrates upon selling each picture you play. Prices include theatre imprint, top of magazine and back.

Fifty per cent of the order must accompany the order, balance C.O.D., F.O.B. New York City. Two per cent discount allowed if full cash is sent with order.



- 1000 to 3M ..... \$4.00 per M
- 4000 to 5M ..... 3.75 per M
- 6000 and over ..... \$3.50 per M

Order direct from  
**HOLLYWOOD PICTORIAL NEWS**  
358 West 44th St., N. Y. C.

**FILL OUT FOR IMPRINT INFORMATION**

.....  
(Theatre Name)  
.....  
Address  
.....  
Play Date

NOTE: Your imprint to include only the above information—3-col. ad as per sample to appear on back page.

**PROMOTE GIFTS-DEVOTE SPECIAL NIGHTS TO DAILY LOCAL HEROES**

Every day there are men and women who are actively engaged in some kind of social work, in which they do a great deal of good for mankind. They may be termed as heroes of the day.

The names of these persons may be secured from heads of churches, charitable organizations and welfare clubs. After you have secured their names invite them to be your guests at your theatre to see "HEROES FOR SALE." This in itself will be

a good news item to break in your local newspaper.

As a surprise stunt you can pre-arrange with several local merchants to offer some worth-while article as a special gift to each of the social workers in recognition of the splendid work they have carried on so unselfishly. These gifts to be presented in your theatre.

Again you have good material for another news story carrying the list of recipients, the gifts and publicity about "HEROES FOR SALE."

**Simple Contest, Easy to Plant**

All the omitted words in the sentence below may be made up from letters in the word "HEROES." Offer guest tickets to the first 20 to send in the correctly filled in words to the "Heroes For Sale Editor" in care of your theatre. Tie up with newspaper, which will print the sentence in coupon form. Here it is:

It was fall and the leaves were . . . . but she put on . . . . gown of . . . . muslin, plucked a . . . . from the green-house bush for her hair, took a pick and dug for . . . . til' her back was . . . . and then went fishing and caught a . . . . —which is known as the female of the ruff —and then made a meal on fish . . . . and mounted her . . . . and rode to the Strand Theatre to see "Heroes for Sale."

The words omitted in their order are: 1. Sere. 2. Her. 3. Sheer. 4. Rose. 5. Ore. 6. Sore. 7. Rec. 8. Roe. 9. Horse. 10. Here.

**Form Words From Picture's Title**

The following stunt, tried often, has always created much fan interest. It consists in making four-letter words from letters used in the title, "Heroes For Sale." No proper nouns are used and the words formed must all be ones found in any standard dictionary. Only one form of a word must be included, that is, if 'form' is used, 'forms' or 'formed' or 'forming' are not eligible. Offer guest tickets to the ten (or more) persons who send in the longest list of our letters. Answers may be sent on or before a set date to the contest editor of the cooperating newspaper or your theatre.

**Title Suggests Store Ad Tie-Up**

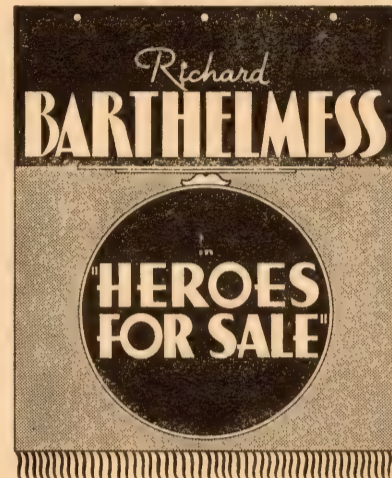
A tie-up with a department store whereby, passes to the picture will be awarded a limited number of holders of lucky sales slips, is suggested by the title. The department store could use display copy reading "Name of Store Have Everything except "HEROES FOR SALE" and then following their own offer, mention the passes to be awarded to holders of lucky sales slips. Of course your theatre and date should be given prominent display.

**Magazine Tie-Ups For Free Displays**

1—Modern Screen Magazine. The August issue (on sale July 1st) of this popular magazine carries an interesting article by Jack Warner in which he discusses the career of Richard Barthelmiss. Detailed arrangements with 1,200 Kresge, Kress and W. T. Grant Stores have been made for a costless display tie-up. Store managers will give a window to your showing in exchange for a card in your lobby mentioning the magazine article in connection with the picture. They have been completely informed about the tie-up—see your manager now.

2—Screen Romances Magazine. A complete fictionization of "Heroes for Sale" appears in the August issue (on sale July 1st) of this publication. Permission for reprinting the story is granted provided the line is carried: PRINTED WITH PERMISSION OF SCREEN ROMANCES MAGAZINE. Local distributors will also place your poster tying in the fictionization and your playdate in choice hotels and corner newsstands. Copies of either articles

**BUR GEE**



In brilliant shades. Size 20x30 inches. 45c each.

Available only from  
**MORRIS LIBERMAN**  
729 Broadway New York, N. Y.  
NOT AT EXCHANGE

**Laundry Tie-Up Based on Picture**

Both Richard Barthelmiss and Loretta Young are seen as workers in a modern laundry. This sequence gives a good lead-in to the picture. Tie up with stars, play-dates and your theatre name on shirt cards, laundry lists, or other inserts in laundry packages.

**Novel Tag for Various Uses**

Below is shown an attention-getting tag, which may also be used for autos, doorknobs and slipped on suitcases in hotels.



- Prices:
- One Thousand ..... \$4.50
  - Three Thousand ..... 4.25 per M
  - Five Thousand ..... 4.00 per M

Order Direct from  
**ECONOMY NOVELTY COMPANY**  
239 West 39th Street  
New York City

mentioned in this stunt will be supplied gratis if requested from local managers. Further information will be supplied immediately by: Miss Pearl Honig, Dell Publications, 100 Fifth Avenue, New York City.

# ACCESSORIES



**24-SHEET:** DESCRIPTION: Background is white with title in dark green, enhanced by a light green outline. Cast is orange with credits in grey. Heads are in brown and green tints.



THREE SHEET



SIX SHEET



INSERT CARD



ONE SHEET



MIDGET WINDOW CARD

Sliding Scale of Prices for Accessories	
<b>1-SHEETS</b>	
1 to 50 .....	15c each
51 to 100 .....	13c each
Over 100 .....	11c each
<b>3-SHEETS</b>	
1 to 25 .....	40c each
Over 25 .....	36c each
<b>6-SHEETS</b>	
1 to 10 .....	75c each
11 to 20 .....	70c each
Over 20 .....	65c each
<b>24-SHEETS</b>	
Up to 25 .....	\$2.00 each
Over 25 .....	1.75 each
<b>WINDOW CARDS</b>	
1 to 50 .....	7c each
51 to 100 .....	6c each
Over 100 .....	5½c each
<b>INSERT CARDS</b>	
1 to 25 .....	25c each
26 to 50 .....	22c each
51 to 100 .....	20c each
Over 100 .....	19c each
<b>HERALDS</b>	
1M to 5M .....	\$3.00 per M
Over 5M .....	2.75 per M
<b>PHOTOS</b>	
11 x 14 Photos .....	75c each
(8 in set—colored)	
22 x 28 Photos .....	80c a set
(2 in set—colored)	
Slides .....	15c each
Stills .....	10c each
Midget Window Cards .....	4c each
Merchandising Plans .....	Gratis
Music Cues .....	Gratis

(These prices apply to U. S. only)



WINDOW CARD



SLIDE

**HOLLYWOOD PICTORIAL NEWS**  
 INTIMATE SHOTS OF STARS and STUDIOS  
**THEATRE NAME**  
 (YOUR THEATRE NAME IMPRINTED HERE)  
**MOVIE MAGAZINE**

BEHIND THE SCENES IN HOLLYWOOD

EXCLUSIVE Inside NEWS and VIEWS

PUBLISHED FREQUENTLY

HOLLYWOOD PICTORIAL NEWS  
 358 West 44th Street, New York, N. Y.

COPYRIGHT 1933

# Hero Jailed—Coward Acclaimed! Ironical Twist in "Heroes For Sale"!

Life Gets Last Laugh  
 In Drama of Our Day

By FRANK MITCHELL

The reek of a prison camp. An interlude of love and home-life. And then—disgrace, betrayals, riots, jail! With rising interest you will follow Richard Barthelmess thru this enthralling series of adventures, waiting to see what happens at the end. But see the picture! There are surprises in store.

"Heroes for Sale" is a tale of action and real life. Here we have the profoundly ironical story of the coward who is acclaimed a hero, and the hero who comes home to disgrace and jail. We have the ennobling story of the struggle of an individual against circumstances, all painted on a richly human background of love and devotion, of father-love and mother-love.

**Vivid Characters**

"Heroes for Sale" is a picture of vivid human characters. The coward, the anarchist inventor, the child, the mother who dies of heartbreak because her son is a dope-fiend, the devoted wife. See Loretta Young and Aline MacMahon as the woman in Tom, the hero's life. And Richard Barthelmess himself, as the hero, in the most sympathetic and varied role of his career. The actor who became world-famous in "Tol'able David" (do you remember it?) and reached such heights in "The Dawn Patrol," here appears as both soldier and civilian. Soldier, civilian, husband, father, leader—in every way a hero! And in all sides of this exacting role, he is more appealing than ever.



Appeal! That is the outstanding quality of "Heroes for Sale." The picture is human, it is exciting, it is about our times. It is unusual and it packs a punch. It has war scenes and peace

scenes, and scenes of tense drama. The whole is eloquently directed by William A. Wellman. And thru it all runs the everlasting melody of mother-love and true devotion.

## FIFTIETH HIT FOR BARTHELMESS A Great Star Sets a Unique Record

"Heroes for Sale" is Richard Barthelmess's fiftieth starring vehicle! Count 'em! From the early days of "Broken Blossoms" up to those great aviation pictures, "The Dawn Patrol" and "Central Airport," he has acted every variety of role, and—as the saying goes—whatever he has touched he has adorned. Nobody is more popular—nobody is more loved—nobody is more admired: I think that this can be said without fear of contradiction. A complete list of his hits would reach from here to the moon. Congratulations, Dick!

In the course of his long career, Barthelmess has had more leading ladies than any star in Hollywood. His first was the great Alla Nazimova; his last, in "Heroes for Sale," is the glamorous Loretta Young. Lucky fellow! He has always had an eye for new talent and has raised many a girl to stardom for the first time. Among actors and actresses, he is generally admired and respected. Altogether, his career has been one not only of unparalleled, but of deserved success.

Richard Barthelmess deserves a whole issue to himself—we wish that we could give it to him. He is one of the great men of the movies. He belongs with Chaplin, and Pickford, and Arliss and Fairbanks. And yet he is still a young man, not yet forty! We wish that we could offer him, on this "moving-picture birthday" of his, a measure of what we all feel. Golden anniversary!

Keep it up, Dick! Here's to fifty more! The movie-world wishes you all success, and passes on the good wishes of the fans as well.

# MOB RUNS AMUCK! LAW AND ORDER DEFIED!

A riot! What will happen? Will they advance? Will they disperse? Five hundred angry, desperate men armed with sticks, with staves, with whatever comes to hand. They're in for a fight! . . . But the real climax will come with the arrival of the woman, the mother.



RICHARD BARTHELMESS INVITES YOU TO WRITE TO HIM — See Page 2

## BROADWAYITES FOREGATHER IN HOLLYWOOD

It is rarely that fate brings together on any job two such famous eccentrics as Tammany Young and the late lamented Wilson Mizner. But this has happened in "Heroes for Sale," where Mizner made the screen adaptation (from the story by Robert Lord), and Tammany Young plays the part of the Dope Peddler.

Wilson Mizner, for the last thirty years, until his recent death in New York, was the "bad boy of Broadway." He boasted that he could sell the Brooklyn Bridge and the Woolworth Building both, to the Mayor of New York City. For three decades he kept everybody guessing and the reporters never knew where he would jump next, Tammany Young is, of course, the world-famous "gate-crasher." His boast is that he has never bought a ticket for any show, but always gets in for nothing. To accomplish this he has elaborated a technique so baffling and complicated, that no doorman is proof against it. He has been known to get into a political convention by announcing himself as the President of the United States!

### Free Letter Service To Our Patrons!

The management will be glad to forward letters from any of our patrons, addressed to the stars of "Heroes for Sale." Leave your letters at the box-office. We will forward them to the Hollywood Studios.

## DREAMS COME TRUE FOR RICHARD BARTHELMESS



The camera does not lie! The handsome gentleman on the left is Richard Barthelmess. So is the one on the right. As a young shaver, they say, Master Barthelmess desired to be a policeman. In these latter times, as those who have seen "The Dawn Patrol" and "Central Airport", can well testify, he has known how to wear airman's garb. And now we have him in "Heroes for Sale." A hero all his life: he seems destined to wear a uniform.

## STARS BUILD OWN HOMES IN SPARE TIME!

The movie-lot is a school of all subjects. A good deal is said about using the movies to educate the general public, but few people stop to think of the educational effect of their exciting career on the actors themselves. Many stars who are known to the public only as beautiful charmers or as wonderful character-actors, are in fact serious students as well.

Consider the art of architecture. Not a few stars, particularly among the men, have become earnest followers of this study since they have come to Hollywood. And in fact, it is conceded by experts that there is



no finer school of architecture in the world than a movie-lot! Every day, entire buildings are being put up and taken down. They can be studied from every angle, inside and outside. And they are not, as you might think, mere flimsy frameworks, but complete structures in which people might live and work. Sometimes they are built of stone as well as steel and wood. This is one of the reasons why the cost of super-features often runs into the millions; but this is necessary if the proper reality is to be given to the set.

Several of the stars for example, Edward G. Robinson and Richard Barthelmess, have designed and built their own homes. Barthelmess's home is beautifully located on Malibu Beach, overlooking the Pacific. His Hollywood home is of Italian architecture.

But the stars also engage in architectural jobs on the lot, and you can often see them going about supervising construction, plans in their hands,—adepts rather of compasses and T-square than of the makeup-pot and fancy-dress!

## HOW WELL DO YOU KNOW YOUR MOVIES?



Barthelmess fans! How good is your memory? How closely do you follow your favorite star? Here is a test!

Each of the illustrations given above depicts Richard Barthelmess in some successful movie characterization. Guess which! Barthelmess is a character-actor; more than anybody else in filmdom, he knows how to represent sharply defined "types." The shots are all taken from pictures in which he has starred during the past five years. Each one of them was a sure-fire hit. You should be able to guess them easily!

Can you do it?  
All right, fans, let's go!

## WHO SHALL BE MASTER—MAN OR MACHINE?

By  
LUKE LORING

In the past few years, there is no doubt, people have begun to take an unusual, an unheard-of interest in the most technical problems of industry, of machine production, of technology. Who is to be the master: the Machine or the Man? It is stimulating to realize that the films, the originating in "hot and heedless Hollywood" (as it has been called) have not lagged behind the most recent debates on this vital subject.

The problem is neatly set in the latest of Robert Lord's scenarios for First National ("Heroes for Sale"), where a laundry machine is invented that will throw hundreds of men out of work. Shall they allow the machine to be produced, or not? This problem is presented to Tom, the hero (Richard Barthelmess). How does he solve it? To find this out, it is really necessary to see the picture, for the author has cleverly worked it out by suggesting the results of both solutions. In this way he gives a well-rounded view of the problem and, in a way, furnishes one commentary on a major question of our times.

### Climax

In the riot-scene "Heroes for Sale" has one of the greatest bits ever produced. Tom is arrested as a ringleader and is sent to prison for five years. But the real climax of the scene is the coming of Ruth, his wife and the mother of his child. This furnishes one of the most gripping, telling, and tear-provoking episodes that has come out of Hollywood.

## Milk Diets for Grown-up Babies!

Going the rounds of the studio for news, your snooping reporter was surprised to learn that the favorite drink of the stars is not gin, but cow-juice — otherwise known as milk!

"It preserves the figure and puts roses on your cheeks," explained Aline MacMahon, who ought to know. "Especially when I read, I like to drink a glass of milk. Curled up with a book and with a glass of milk—that's the life!" Well, well, who would have thought it!



**ARE HAPPY ENDINGS OUT?**

**Director Holds Public is More Realistic**

"Are happy endings passé?"

This question was asked recently of Director William A. Wellman on the Warners' lot. He said, "In the old days, of course, unless a picture had a happy ending with a slow fade-out on a long, long kiss, it was 'thumbs down' at the box-office. But now apparently, the film-going public has become more realistic, for almost every other picture that comes out of Hollywood is a serious study of real life with the proper proportion of tears and smiles, and often with tears at the Finis.



"Take for instance" the Director went on, "such pictures as 'Little Caesar,' 'The Public Enemy,' 'Union Depot'—a few years ago such topical stories with such penetrating analyses of individuals and society would not have been tolerated by the general public.

"We don't come to the movies to be preached at," they would have said; "life has enough troubles of its own!" How often we heard it!

"But now films like 'Little Caesar,' 'Silver Dollar' or 'Heroes for Sale,' careful studies of the American scene, are acclaimed everywhere and hailed by all the critics. Times have changed!"

**LORETTA YOUNG KILLED BY MOB!**



**STAR DIES ON SCREEN FOR THE FIRST TIME**

Although up to now in her screen career she has taken poison, has had five babies, and has been socked in the nose by James Cagney, Loretta Young is killed for the first time, on the screen, in "Heroes for Sale." Her role here as the wife of Tom, the hero, is perhaps the most strenuous in her already very strenuous career. She is known as one of the most active workers on the Warners' lot. Altho only twenty years old, she has already played twenty-five leading roles. She has been in pictures on and off since she was four years old, and without interruption since she was fourteen.

The cause of Loretta's untimely demise in "Heroes for Sale" is, unromantically enough, a brick; she is killed in a street

riot, trying to defend her husband. Still worse, she is trampled by the mob, thereby dashing her fond hope that, inasmuch as she finally has to be killed for the first time in her already long career, she might at least die gracefully, cradled in her lover's arms with a beautiful close-up, and a soft fadeout to Finis. "A poor girl can't get a break these violent days!" complains Loretta.

"Never again!" vows she. But she really doesn't mind, for she is used to the strenuous life. She is a very active young miss, is Loretta. She goes in for swimming and riding in a big way. She likes archery and tennis. She is an ardent fan of football, polo, horse-racing. She has a big dog and a Cadillac. What is a riot scene to a girl like that!

**SECRET OF STAR'S APPEAL!**  
**Character Study of Richard Barthelmess**

The life of Richard Barthelmess is so well known to film-goers that it is hardly necessary to repeat the details of it—that he was born in New York City in 1895, was educated at Trinity College in Hartford Conn., was interested in dramatics and literature, got his first job thru the great Nazimova (in "War Brides") and achieved his first hit in D. W. Griffith's "Broken Blossoms."

Wherein lies the "appeal" of this almost universally appealing young star? It can be said that no star has so intimate and sure a grip on the nation's affections as Dick Barthelmess. Now it seems to us that the main source of this appeal is in his simplicity and earnestness and quiet energy. These are the traits that made him great in "Tol'able David" and that crowned his reputation in "The Dawn Patrol" (his two favorite pictures out of the fifty in which he has starred).

These traits appear in his private life. He has simple tastes, likes quiet colors and style in clothes, hates to be interviewed, prefers a small and select circle of friends. He is reticent and does not like to talk about himself. He does not like to pose for portraits. He does not like formal dinner parties.

The views of such a person on the films are well worth listening to. "Some day," he has said, "the movies will become a great art. This will be by way of character and drama, rather than thru action. I myself prefer young character roles to straight juvenile heroic parts. Indeed I have the failing of sometimes selecting a story mainly because of the excellence of the characterization in it."

**STARK REALISM KEYNOTE OF "HEROES FOR SALE"**



# Your Own Movie Magazine

## At the Price of a Throwaway

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**LOOKING THRU HOLLYWOOD'S KEYHOLE!**

**Barthelmess' Mother Taught Nazimova**

Richard Barthelmess's mother taught the great Nazimova how to speak English, when that actress first came to America. Nazimova then gave him his first role in "War Brides" and launched him on his screen career.

**Joan Blondell, Last Of The Troubadours**

Joan Blondell is a direct descendant of a minstrel named David Blondel, who was one of the original troubadours that Richard the Lion-hearted took with him on the Crusades, to sing entertaining ballads and tell him amusing stories.

**Spotlights On Private Lives**

Platinum-blonde Bette Davis was called "Spuds" at boarding-school because of her great fondness for mashed potatoes. . . . One of the reasons George Brent married Ruth Chatterton was that he likes intelligent women. They are soon to appear together in "Lilly Turner." . . . Dick Powell is touring the country with his own orchestra. . . . Barbara Stanwyck and her husband, Frank Fay, are appearing in a musical review on Broadway; it's called "Tattle Tales."

**Gangster Turns Composer!**

You would not think that the star of such roughneck roles as "Little Caesar" and "Little Giant" would be musically inclined, but music happens to be Edward G. Robinson's chief hobby. One day he cut up forty music rolls and pasted them together in what he thought would be an entirely original and entertaining (!) composition. But his wife became so caustic at the first performance that it is probable the world will never have the opportunity of hearing the opus—which is probably for the best.

**A Willing Victim For "Gold Diggers"**

When dickering about a salary cut the other day, Leslie Howard finally said that he'd be willing to work for nothing if they'd guarantee to keep the girls in "Gold Diggers of 1933" on the lot.

**New Role for Arliss**

George Arliss star of "Disraeli," "The Green Goddess," "Alexander Hamilton," etc., etc., as well as of a dozen of the biggest stage hits of the generation, is scheduled to play the title role in "Rothschild," a film version of the career of the great banker. Followers of this favorite star will understand how well this role is adapted to his talents. Mr. Arliss has recently completed what he considers his greatest picture, "Voltaire." This will be released shortly.

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